

Packaging Elements Contribute To Building Brand Awareness

- **Advertising & Tune-In Promos** - Voice and content of message speaks to women
- **Public Awareness Campaign** - Address the issues that most concern women and their families
- **Viewer Interactivity** - Hotlines and call-in opportunities – provide a voice for women to be heard
- **Promotions, Stunts and Theme Weeks** - Create viewer excitement and offer added value to the cable subscription



Packaging Lifetime

Advertising and Promotion

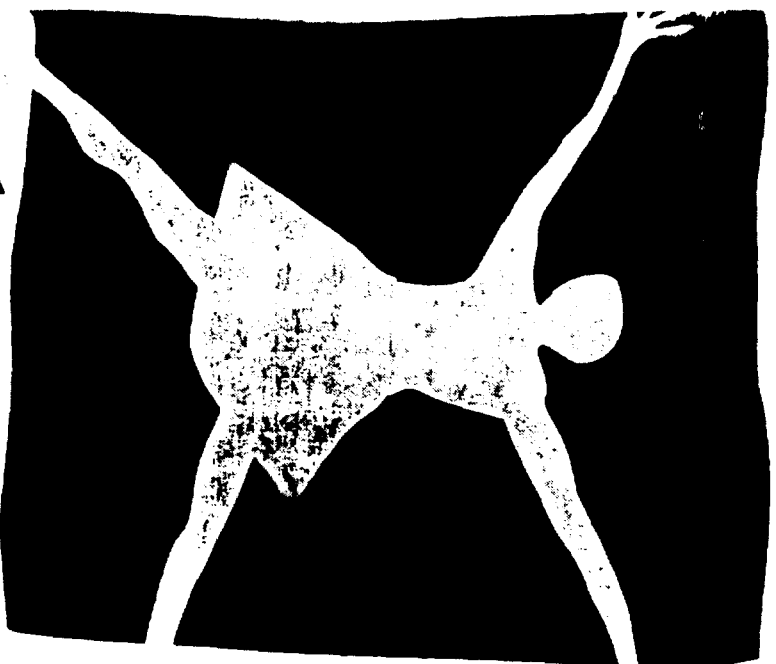
Creative

- Speaks to women, not exclusionary to men, utilizes emotion and humor to create a personal relationship


Media Vehicles

- TV Guide/TV Week
- Newspaper & Sunday Supplements
- Radio
- Outdoor
- Cross-Channel - Nu Star





Picture what **women** do

 **LIFETIME**
T E L E V I S I O N

Packaging Lifetime

Public Awareness

Picture What Women Do

- This national effort, led by Lifetime Television and its affiliates, in partnership with women's and community organizations, is created to acknowledge women's everyday responsibilities and encourage support for more effective systems of care and community



Packaging Lifetime

Viewer Interactivity

Bringing viewers added value

- Relationship with Prodigy and America On-Line
- Interactive opportunities with "Lifetime Magazine," "Clapprood Live," and "Our Home," and "Queens"



Packaging Lifetime Promotions, Stunts And Theme Weeks

**Targeted programming stunts contribute to Brand ID and
maximize promotional muscle**

2nd Qtr

- Picture What Women Do – Movie Week I
- Men Who Leave You Breathless
- China Beach Marathon

3rd Qtr

- Picture What Women Do – Movie Week II
- July 4th Weekend
- Back To School Teen Week

4th Qtr

- Picture What Women Do – Movie Week III
- Halloween Theme Weekend
- Thanksgiving Event



Packaging Lifetime

Things to keep in mind as we move forward.....

- Enhance Lifetime's position – not change it
- Create positive viewer expectation
- Don't be exclusionary
- Use emotion and humor
- Daypart the message
- Create a personal connection



Affiliate Marketing

Partnership opportunities reflect a commitment to supporting local marketing efforts.



Affiliate Marketing Support Programs

- Marketing Kit
- Monthly Promo Feed
- Ad Slicks
- Launch Kits
- Event Programming
- Customized Tune-In Spots
- CSR Contests
- Local Ad Sales Program
- Promotions
- Public Awareness Campaign



1994 Overview

Reaching the critical customer

- Solidify programming franchise with distinct new original product
- Strengthen brand awareness with promotional muscle of events/specials and strong tune-in creative
- Strengthen personal relationship with female audience exploiting all available marketing channels
- Build a foundation for continued growth
- Expand local marketing partnerships with our affiliates





**Celebrating a decade
of quality programming
for women**